

3 1761 11968179 9

# TOURISM

CANADA'S TOURISM MONTHLY

November 2001

CA1

TI 125

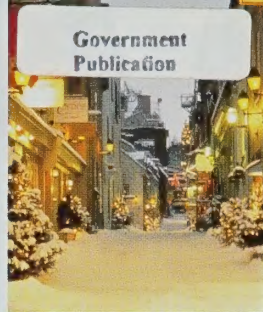
-C52

## Special Report: CTC reacts to September 11th events

Winter in Canada:  
Mushing and mush,  
mush more

International travel  
to Canada up again

Government  
Publication



*Discover our true nature*

CANADIAN  
TOURISM  
COMMISSION



COMMISSION  
CANADIENNE  
DU TOURISME







# Editorial

by Peter Kingsmill

## About seeking understanding

Images. Thanks to television, we are deluged with them, and the early autumn of the first year of the new millennium has seen fit to yield images that will define this decade. We can only hope that they do not define the entire millennium – a choice for the future that may in some ways be one of our own making, despite the feeling of powerlessness that many of us may currently – and justifiably – feel.

Tourism is our business. In fact, it is more than that. Almost everyone involved in this industry understands that the business of tourism has an uncanny way of insinuating itself into our very psyche; at the very least, people in tourism find themselves dealing with diverse situations and people as a matter of course, all day, every day. That is because tourism is first and foremost a people business.

Marco Polo was certainly not the world's first tourist, but he was certainly one of the first business travellers to write extensively about where he went, what he saw, and who he met. Had he lived in this era, his works would almost certainly be included on the racks of trendy bestsellers at every airport bookstore.

Polo's writings are credited with broadening European understanding of the Middle East and Asia in the 13th century. One can only imagine the breadth of understanding developed by Polo himself through his business, diplomatic, and military contacts. He must have seen the landscapes through which he travelled as fascinating enough, but it was the people with whom he met and did business that contributed most to this understanding.

It is the essence of that sort of experience and understanding that may represent a great opportunity for tourism. If we understand that our business is people, then we should make it our business to understand people. Every well-turned bedcover, every well-managed conference, every well-handled transaction, is a meaningful connection between human beings, and is as much an opportunity to bring healing as it is to deliver good product.

Certainly the business of tourism has changed since the era of Marco Polo. (One suspects that rent-a-camel agencies were few and far between back then!) But the significance of a mutually rewarding interaction between host and guest lives on. Marco Polo would have understood that; after all, he too was a businessman. 🍁

Peter Kingsmill, Editor



## Table of contents

### 3 Editorial

- From the President's desk
- American Airlines employees say thank you

### 4 News

- Appointments to CTC Board
- DERTOUR 2001 comes to Vancouver
- Calling all creative minds!
- Tobin supports co-ordinated tourism effort
- WTTC acknowledges Canada's tourism leadership

### 6 Special Report

- Tourism economy falling into recession before September 11
- Future Shock: tourism in the wake of September 11
- Impacts: lessons from the past
- Future shape: charting the way, holding the course

### 9 Feature - Winter

- Snowmobiling a product of evolution
- Not your traditional winter destination
- Victoria: Canada's new winter "hotspot"
- Mushing and mush, mush more

- Aussies continue to ski our mountains
- Big White Ski breaks into Top 10
- Tremblant anchors no. 1 in the East
- Success story: developing winter tourism in the North
- Helping visitors get into authentic holiday spirit

### 13 Research

- International travel to Canada - July 2001

### 14 Industry

- Domestic media tour a resounding success
- Tips for preparing a media tour
- Where to host Rendez-vous Canada?
- Canada's cities roll up their shirt sleeves
- 2001 Tourism Statistical Digest: an essential reference tool
- New CTC website: useful and user-friendly

### 18 Tourism Roundup

### 20 People

- CTC names new Chief Financial Officer

## TOURISM

CANADA'S TOURISM MONTHLY

November 2001, Volume 5, Issue 9

TOURISM is published by the Canadian Tourism Commission in cooperation with the Canadian tourism industry.

### ■ The Canadian Tourism Industry

**Vision :** Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

**Mission :** Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

[www.canadatourism.com](http://www.canadatourism.com)



■ **Acting Publisher**  
John W. Yan  
Canadian Tourism Commission  
235 Queen Street, 8th floor, West Tower,  
Ottawa ON K1A 0H6  
yan.john@ctc-cct.ca

■ **Contributing Editor**  
Peter G. Kingsmill  
112 – 2nd Ave. East  
Hafford, SK, S0J 1A0  
Tel.: 306-549-2258  
Fax: 306-549-2199  
kingsmill.peter@ctc-cct.ca

■ **Circulation**  
Tel.: 613-954-3884 Fax: 613-946-2843  
tourism@ctc-cct.ca

■ **Design**  
Séguin Labelle Communication  
733 St-Joseph Blvd., Suite 320  
Hull Qc J8Y 4B6  
Tel.: 1-877-505-2110 – [www.seguinlabelle.com](http://www.seguinlabelle.com)

■ **Printer**  
Baxter Publishing  
310 Dupont Street, Toronto ON M5R 1V9

■ **Media/Advertising**  
APR Ltd.  
Tel.: 416-363-1388 Fax: 416-363-2889  
**Atlantic Canada/Ontario**  
Lindsey Wright – lwright@aprcanada.com  
**Québec**  
Erika Veh – eveh@aprcanada.com  
**Western Canada/North**  
Julie Bell – jbell@aprcanada.com

■ **Contributors**  
Daryl Adair, Laszlo Buhasz, Guy Desaulniers,  
Denisa Georgescu, Tony Glynn, Peter Kingsmill,  
Steve McLellan, Terry Ohman, Richard Pennick,  
Judith Samuels-Ouellette, Danielle Shaienks,  
Frédéric Wallace, Jim Watson, John W. Yan

■ **Subscribe to TOURISM:**  
Tourism – Canada's tourism monthly is delivered to your mailbox as a service of the CTC at no extra cost to you!

**How to subscribe:** Send your name, address, organization, language preference and e-mail address to: [tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)  
Fax: 613-946-2843

If you wish your tourism association or staff to receive TOURISM, please contact Lana Bérubé at 613-954-3884 to discuss how we can receive your association's mailing list.

■ **Canadian publications mail product sales agreement number 1468367**  
The views and opinions expressed in *TOURISM* are those of the authors and not necessarily those of *TOURISM* or the Canadian Tourism Commission.

■ **Votre copie française de TOURISME est disponible en composant le : 613-954-3884**

CANADIAN  
TOURISM  
COMMISSION



COMMISSION  
CANADIENNE  
DU TOURISME





# From the President's Desk

The horrific events of September 11, 2001 will remain with us all forever, and their consequences on the tourism industry will be far reaching. Very few of us have not been impacted either personally or professionally, and our sympathies are extended to all those who have suffered a loss as a result. The initial effects on tourism were dramatic, from cancelled conventions and hotel bookings to a reduction in flights and hospitality industry layoffs. Yet, ours is a resilient industry and travel and tourism will bounce back as we work together to convince the world to travel and meet.

At the Canadian Tourism Commission, immediately after the tragedy we asked all of our field staff to reassure their clients that Canada was open for business. Despite some problems with

lineups at borders for the first two days, crossing times were quickly back to normal. (Our consumer website [www.travelcanada.ca](http://www.travelcanada.ca) provided a vital link to the Canada Customs site and offered regular updates of border crossing times.) We also consulted the industry and our provincial and territorial partners to ask for their guidance and input. Our staff briefed provincial and territorial ministers and deputies regarding our strategy for the short term, including:

- **consumer research:** testing changes in timing and content for marketing campaigns
- **market intelligence determining:** what's happening in the market, and share that information with industry
- **marketing efforts refocusing:** to emphasize domestic market and U.S. near-in market, convincing

Canadians to travel in Canada and attracting rubber tire traffic across the border.

Our Minister, The Honourable Brian Tobin, supports this approach, as does the industry, and we are seeking the necessary funds to implement this strategy properly. Staff at the CTC are working overtime to ensure that timely and accurate information gets out to all players in the industry to assist them to make appropriate decisions for their own marketing plans. Regular updates on CTC plans and partnership opportunities can be found through our business site: [www.canadatourism.com](http://www.canadatourism.com).

## CTC Activities

This regular column will give me an opportunity to highlight various CTC activities. I want to thank the industry for the positive feedback I have received while meeting with as many of you as possible; your courtesy and comments have been very much appreciated!

Congratulations to the CTC Communications Unit's John Yan, Frédéric Wallace, Guy Desaulniers, Pierre Gauthier, Lana Bérubé and Editor Peter Kingsmill for a terrific new look to our magazine TOURISM. I know they would value your comments. 🍁

*As always, your input is important. I can be reached by telephone at (613) 954-3549 and by email at: [watson.jim@ctc-cct.ca](mailto:watson.jim@ctc-cct.ca).*

## American Airlines employees say thank you

On Monday Sept. 10, 2001, I drove with 11 co-workers from Calgary to the Canadian Rockies outside of Banff to enjoy a four-day camping and hiking trip. On Tuesday, Sept. 11, 2001, after waking up to the beautiful sky and the smell of fresh air, we found out what had happened to our home country. You see, we are all American citizens and we all work for American Airlines, and so it was a double upset for us all.

I'm writing this letter to say how touched we were by the flower memorial displayed in Banff, and for all the sympathies, courtesies, and kindnesses we received from all the Canadians there. It was greatly appreciated since we were then stuck in Canada for several days longer than anticipated. Canadians are very much our friendly neighbors and the 12 of us will never forget their compassion for us. Regardless of what happened on Sept. 11, 2001 -

we made a point to enjoy the beautiful mountains and lakes of the Canadian Rockies and we will definitely be back.

Thank you for everything! 🍁

*American Airlines employees  
Cynthia King, Claudia Thomson  
(Dallas based), Debbie and  
Kevon Andersen, Mike Wallen,  
Ana and Stephen Cancel,  
Ken Merker, Leigh Buckner,  
Olga Allende, Olga Molina,  
Diane Ivins Cardenas  
(Miami based)*



## Farewell Communiqué

"Farewell Communiqué" and welcome to the first edition of TOURISM - Canada's Tourism Monthly.

The decision to change the name of a publication is never entered upon lightly. TOURISM represents many months of editorial review and design planning (and some debate). Congratulations to Frédéric Wallace, Pierre Gauthier, and the rest of the communications

group who spearheaded this initiative. We are confident that this magazine will remain a significant asset in the CTC's service to the tourism industry - particularly at a time when our leadership role has never been so vital.

Over the years, the respect and loyal readership enjoyed by this magazine has been earned largely as a result of the single-minded dedication of Publisher Ghislain Gaudreault. I am sure that Ghislain has been watching the recent evolution of the magazine with deep interest, and I look forward to his return to the Publisher's desk early in 2002. 🍁

John W. Yan  
Acting Publisher





## DERTOUR 2001 comes to Vancouver

From November 28 to December 10, Vancouver will host the DERTOUR Travel Academy convention. DERTOUR is perhaps the most recognized and reputable leisure travel convention in the world, with an impressive history of significantly increasing destination awareness and sales to the host city and country. The 1992 DERTOUR Travel Academy held in Toronto resulted in a 33 per cent increase in German visitors to Canada in 1993. A select group of 700 travel agents and approximately 200 industry suppliers such as airlines, cruise lines, destinations and hotel chains, along with DERTOUR staff and over a dozen selected journalists from the most influential travel trade publications in Germany, will be descending upon Vancouver for the convention. DERTOUR is the leading German tour operator selling North American products in the German

market. In 2000, DERTOUR sent approximately 55,000 visitors to Canada, including 16,500 visitors to Vancouver. During the 1999/2000 season, together with sister companies ADAC and Meier's Weltreisen, DERTOUR sent approximately 80,000 Germans to Canada, over 15 per cent of the total German visitation to Canada. Tourism Vancouver, Tourism BC and the Canadian Tourism Commission are the key financial partners involved in hosting DERTOUR 2001. Tourism Vancouver has also worked closely with Jonview Canada (receptive operator suppliers of DERTOUR), Air Canada, and the host hotels: Fairmont Hotel Vancouver, Hyatt Regency Vancouver and the Delta Pinnacle Vancouver. 🍁

*For information email  
Karl-Heinz Limberg  
at: limberg.karl-heinz@ctc-cct.ca*

## Calling All Creative Minds!

The Canadian Tourism Commission would like to invite all tourism industry members and partners to put forth their best ideas for new tourism products and join the Product Club family.

Since 1996, the CTC has been asking you to submit business plans that will present new, or improved, products into the burgeoning Canadian tourism industry. Thirty five "Product Clubs" have been created, ranging from Special Needs Tourism to Golfing to Inland Cruising and many more fantastic initiatives, each putting Canada's "true nature" into the limelight for future tourists to our country.

A Product Club is a partnership comprised of participants with a common vision for the development of a specific tourism product or

niche. Members of the Product Clubs group benefit from partnership funding, increased exposure, industry credibility, access to Canada's "Best Tourism Practices" and many more opportunities.

At this time, the door is open! The Canadian Tourism Commission has launched the 2001 Product Clubs Request for Proposals. **Send us your best ideas by, and no later than, January 11th, 2002.** 🍁

*For further information on the program and submission procedures, please contact the Canadian Tourism Commission:  
www.canadatourism.com/productclubs. Or call:  
Terry Ohman at (613)954-3853  
or Judith Samuels-Ouellette at (613)952-9847*

## Appointments to CTC Board

The Honourable Brian Tobin, Minister of Industry and Minister responsible for the Canadian Tourism Commission, announced the appointment of three new members to the CTC Board of Directors. Mr. Chris Cahill, Mr. Simon Cooper and Mr. Rod Seiling.

"The new appointees promise to bring new vision and in-depth expertise to the Canadian Tourism Commission's work in promoting Canadian tourism internationally and domestically," said Minister Tobin.



Chris Cahill

Since 1998, Cahill has served as President and CEO of Fairmont Hotels and Resorts (formerly Canadian Pacific Hotels, for which he served as Executive Vice President and Vice-President of Sales). As well, Cahill currently serves as Executive Vice-President and Trustee of Legacy Hotels Real Estate Development Trust. He is also a member of the board of directors of Delta Hotels and is a former Chair of the CTC's MC&IT Committee.

Simon Cooper was recently appointed President and CEO of the Ritz Carlton Hotel Company. His career in hotel operations spans three decades and includes positions with Marriott Lodging Canada, Canadian Pacific Hotels and Resorts, and Delta Hotels. Cooper also serves as Chairman of the Board of Governors of the



Simon Cooper

University of Guelph, as a member of the Conference Board of Canada's National Council of Leadership and is an honorary fellow of Ryerson Polytechnic University (1995). He has been actively involved with the CTC as former Chair of the Infrastructure Development Committee and is current Chair of the CTC Research Committee.



Rod Seiling

Since 1994, Rod Seiling has been President of the Greater Toronto Hotel Association. Previously he served as Vice-President of Executive Consultants and as Executive Director of Racetracks of Canada. Among his professional accomplishments, Seiling was Chair of Team Canada, a Director for Tourism Ontario, and he also served as a Director for the Ontario Tourism Marketing Commission. 🍁



# Tobin supports co-ordinated effort

by Frédéric Wallace

Tourism leaders in Canada all agree they must encourage domestic travel and reach out to markets that are within a very convenient reach, as a result of September 11th.

Industry minister Brian Tobin underscored the importance of this strategy at a meeting of provincial and territorial tourism minister's held September 25th in St. John's, Newfoundland. The minister noted people have paused in light of the attacks. He suggested a co-ordinated effort is needed to reassure both people at home and overseas that Canada is a safe place to vacation.

Earlier in the week, at an editorial board meeting, Tobin expressed deep concern over the impact of recent events. "It's very much on my mind. It's a high priority, and to see how we can work with the industry through the CTC and other agencies, work with provincial governments, work with other agencies of the federal government to restore confidence, security and to promote our tourism sector again," said Tobin.

In Quebec City, Pierre Labrie, Director of the Greater Quebec Area Tourist and Convention Bureau estimates tourism related businesses

will experience a combined revenue loss of between \$40-50 million in this quarter. "Lost money in tourism translates into a net loss. So it is important for us to focus on markets that are within reach," said Labrie who is also Chair of the Canada Marketing Committee.

For its part, the CTC is closely monitoring the events and will focus on the 'rubber-tire' strategy. That means that in coming months it expects to zero in on markets that are within reasonable reach from Canada. "We are facing strong and enthusiastic support from our partners" said Jim Watson, President and CEO of the CTC. He also added that we should encourage everyone to visit, friends, relatives and make more short trips to continue encouraging the tourism economy.

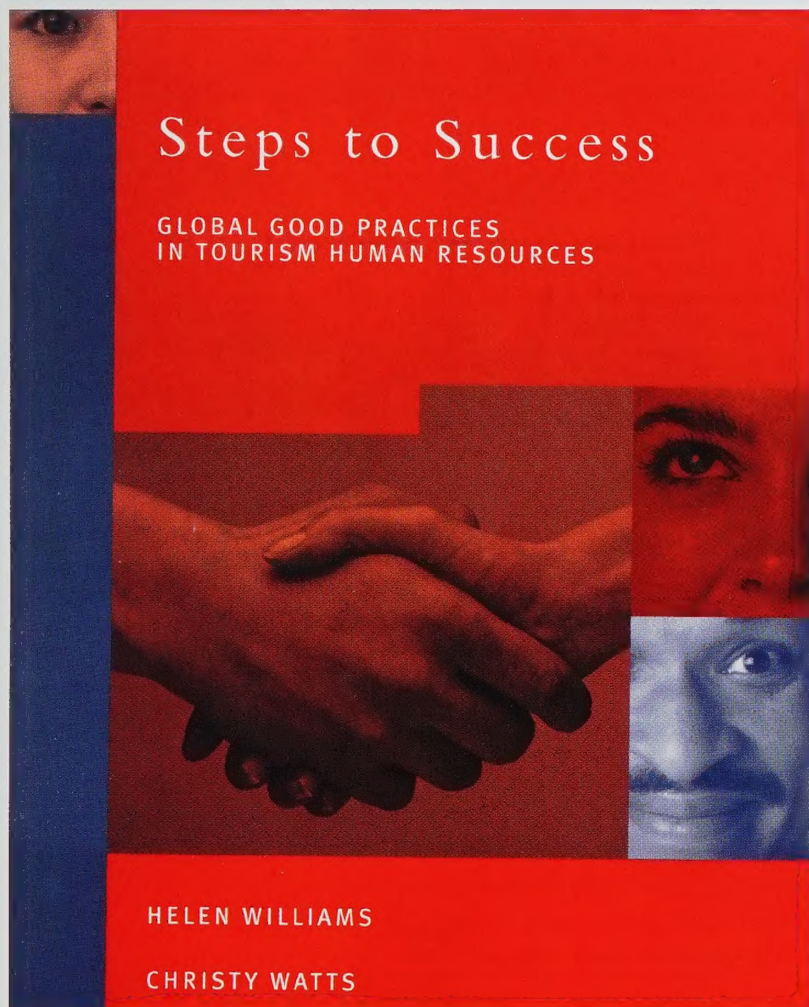
"We met with ministers and we're working with partners and the Federal government to find additional funds to develop a pro-Canada campaign," he added. Watson reported the CTC is currently "waiting for

its own research reports to be completed to assess when to go back to the markets and resume a comprehensive campaign." Christena Keon Sirsly, Chief Strategy Officer for Via Rail and Chair of the U.S. Leisure Marketing Committee says the markets will be increasingly challenged in the future as other countries also re-invest into tourism to bring back numbers. "It's important to focus right now, and not to give up on the markets we've invested in." From Via's perspective the fall is traditionally one of the busiest periods of the year, and the grounded airplanes meant up to a 40 per cent increase on some routes in the Quebec - Windsor corridor.

Although this represents a difficult time for the tourism industry as a whole, Patrick Gedge Senior Vice-President Marketing and Sales at the CTC says "It's important to remember that 99 per cent of the industry are small and medium enterprises and therefore their entrepreneurial strength comes to the forefront when tough times hit." 🍁



The Hon. Brian Tobin, Industry Canada Minister responsible for the Canadian Tourism Commission, met with some of his provincial tourism counterparts in St. John's, Newfoundland on September 26. Joining him for the photo are Ministers Kevin Aylward (Newfoundland and Labrador) and Tim Hudak (Ontario).



## WTTC acknowledges Canada's tourism leadership

The World Travel & Tourism Council (WTTC) have released a new textbook *Steps to Success* that features the Canadian Tourism Commission as an example of a best practice destination marketing organization (DMO). One of the 55 case studies profiled in this publication is called "Product Clubs Lead the Way" and includes a listing of all CTC product clubs in existence up to 2000.

The textbook, intended for educators and industry leaders, presents real-life examples of travel and tourism human resource strategies used in small, medium-sized, and large businesses today.

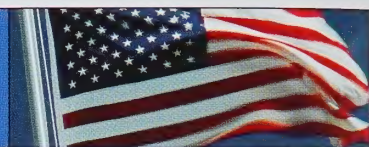
Sixteen other Canadian organizations feature prominently in this good practices textbook. These include Intrawest Corporation,

Westin Nova Scotian, Fairmont Hotels & Resorts, British Columbia Chef's Association, Sheraton Suites Calgary Eau Claire, UNIGLOBE Travel, CorporaTel, Delta Hotels, Rocky Mountaineer Railtours, 'Ksan Historical Village & Museum, Tourism British Columbia, Hotel Association of Canada, Elmhirst's Resort, Coast Hotels & Resorts, and Remote Passages Marine Excursions.

The London, U.K. based WTTC is the global business leaders' forum for travel and tourism. Its members are chief executives from all sectors of the industry. 🍁

*The textbook is published by Pearson Education Canada and may be ordered through their Customer Service department at 1-800-567-3800.*





## Tourism economy falling into recession before September 11

According to the National Tourism Indicators (NTI) released October 3rd by Statistics Canada, tourism spending in Canada (when adjusted for inflation and seasonality) registered negative values during the second quarter of 2001, declining by 0.9 per cent (annual rate) during the second quarter from the previous quarter of 2001. In constant dollars terms, the Canadian tourism economy was already falling into a recession before the events of September 11.

A major source of this decline was the reduction in domestic air travel. Tourism employment growth also declined marginally by 0.3 per cent from the first quarter of 2001.

Spending by foreign tourists was up 6.5 per cent, mainly attributed to a strong increase in the number of travellers from the US. By comparison, Canadians made fewer trips south the border.

On a *not seasonally adjusted* basis, the rate of growth in tourism demand in Canada continued to grow at a slower rate during the second quarter of 2001, reaching \$13.7 billion, up 3.9 per cent from the same period last year (on an unadjusted basis). This increase

represents a much reduced pace compared to the one registered in the first quarter 2001 (6.0 per cent) and 2000 as a whole (7.9 per cent), being the lowest growth registered in almost five years.

"These figures show that the industry growth was slowing even before September 11 events. It might make people change their perception/ thinking of how the industry behaved from an economic point of view before the September general shock," said Jim Watson, President of the Canadian Tourism Commission (CTC). "It also helps us understand the need to re-orient our marketing efforts as part of leading the path to recovery, placing renewed emphasis on Canadians and residents of U.S. border states" continued Watson.

A CTC/Statistics Canada initiative, the NTI measure tourism and its socio-economic significance for Canada. Canada is the first country in the world to develop and publish such indicators. 🍁

For information on NTI, contact Denisa Georgescu at 613-946-2136, or email: [georgescu.denisa@ctc-cct.ca](mailto:georgescu.denisa@ctc-cct.ca)

## Future shock: tourism in the wake of September 11

CTC Analyst Tony Glynn suggests that the terrorist attacks in the United States can be expected to generate a series of shocks to the tourism industry in the U.S. and around the world that will have detrimental impacts on tourism. Glynn notes, "from past experience it can be expected that there will, of course, be immediate shocks, but that follow-on shocks may take upwards of 18 months to work their way through the industry."

World Tourism Organization Secretary-General Francesco Frangiali has said that three main factors are currently wreaking havoc on the tourism industry: lack of consumer confidence in the safety of air travel; uncertainty about the near future; and weakening of the global economy in recent months. This point of view is in line with Glynn's analysis of current and future shocks.

An immediate shock is reduced consumer confidence in the safety of travel and air travel in particular. A dramatic escalation of the U.S. military response in its war on terrorism will further increased unease about the overall safety of air travel, Glynn points out.

Glynn also expects that Canada's tourism industry will feel the effects of a general reduction in trade, both domestic and international, due to increased security arrangements at points of departure and at international borders, as well as a reduction in transportation capacity. This is on top of reduced economic activity in general during the last quarter of the year as a result of a decline in business activity, and reductions in consumer and business confidence following the release of reports on the poor performance of the U.S. economy. The terrorist attacks have clearly exacerbated what was already a poor economic situation that had already taken its toll on the industry and the airlines in particular.

In what could be called an "after-shock", the industry faces possible reductions in economic activity due to the loss of those tourism businesses which fail to survive the turbulence. The industry may also need to grapple with the possibility of an overall long-term reduction in demand for tourism experiences. 🍁

## Impacts: lessons from the past by Tony Glynn

The September 11 attacks in the U.S. were by far the largest terrorist attacks recorded to date. As such, the aftermath of previous incidents cannot act as a guide to the likely outcome of this latest crisis. Nonetheless, previous experiences can perhaps set a floor from which to assess the potential immediate and longer-term effects of the events of last week.

For the record, on November 17, 1997, 58 tourists were killed by Islamic terrorists while visiting the Temple of Hatshepsut in Luxor, Egypt. Following that attack, the number of international visitors to Egypt fell by 13.8 per cent in 1998 and receipts dropped 45.4 per cent. Hotel occupancy was running at 80 per cent in 1997 and did not regain this level until October 1999. Hotel

occupancy in Luxor itself has continued to suffer and was only 53 per cent in 1999; however the Red Sea resorts and Nile cruises have experienced renewed demand and hotel occupancy has climbed back to 1997 levels;

According to the World Tourism Organization, during the Gulf War of 1991 global air travel declined 5

per cent. Overseas trips by U.S. residents fell 9.2 per cent overall, and overseas trips by U.S. residents to Europe were down 22 per cent. Overseas trips to Europe did not achieve the 1990 levels until 1994. Airline losses peaked at U.S. \$4.8 billion in 1992. 🍁



## Travel Intentions

Notwithstanding the economic uncertainty, surveys of travel intentions suggest that the sky has not fallen.

### According to a survey of U.S. travellers by Yesawich, Pepperdine & Brown

- 63 per cent of leisure travellers reported that the events of September 11 are not likely to influence their travel plans;
- 67 per cent of business travellers reported that they are not likely to change plans;
- 35 per cent of leisure travellers reported that they will cancel a domestic trip;
- 38 per cent of business travellers will cancel a domestic trip;
- 60 per cent of leisure travellers will take fewer international trips;
- 52 per cent of business travellers will take fewer international trips;

### The Conference Board of Canada reports:

- Canadians are less definite about taking a winter vacation since the attack (38 per cent compared with 48 per cent prior to the attack);
- Yet, slightly more Canadians are planning a trip outside of Canada (52 per cent versus 50 per cent);
- The U.S. is a less popular destination (42 per cent versus 51 per cent);
- The Caribbean is also less popular (-2 per centage points), as is Mexico (-1 point);
- Europe is more popular (+4 points);
- Other international destinations are far more popular, up from 10 per cent of Canadians to 18 per cent;

### The National Business Travel Association's survey of 200 travel managers shows that

- 44 per cent of corporations plan to resume travel immediately;
- 35 per cent will restrict travel in the short-term;

## Economic impacts in the short and medium term

Most currently available forecasts are focused on the likely impact of the September 11 terrorist attacks on the economies of the U.S. and other countries, with no attempt being made to estimate the impact on tourism specifically.

### Economy.Com Incorporated suggests that in the United States

- real GDP will decline by 0.2 per cent in the Q3 and grow by 1.4 per cent in Q4;
- real GDP will rebound to register growth of 2.5 per cent over the first half of next year;
- lost economic output of US\$25 billion in September alone;
- US\$5 billion loss for the airline industry;
- US\$4 billion loss for hotels;

### The Conference Board of Canada suggests that lower real GDP in the U.S. will affect Canada:

- Real GDP will be 0.4 per cent lower in the Q3 and Q4, and 0.3 per cent lower in 2002Q1;
- Disruptions to the airline industry will subtract \$500 million (annual basis) in real GDP in Q3;
- Exports to the U.S. will decline one per cent in Q3;

# Future shape: charting the way, holding the course

The Canadian Tourism Commission is Canada's industry-led Crown Corporation mandated with the task of working in partnership with the tourism industry and provincial, federal, and territorial governments to market Canada as a four-season destination.

The need to craft a measured and useful industry-wide response to the dramatic and disastrous impacts of the September 11 crisis in the U.S., and the global conflicts that are almost certain to follow therefrom, was obviously not part of the CTC business plan on September 10.

CTC President and CEO Jim Watson responded to the events of September 11 through an industry-wide email expressing the overall shock to the industry, and the sympathy felt by CTC colleagues for our U.S. neighbours. The communication outlined a number of initiatives already underway to address the fall-out from the crisis. An immediate response, out of concern and respect, was the cancellation of all U.S. advertising for the short term.

Canada's Foreign Sales Staff are being consulted for up-to-date information from in-market committees and operations, including information from supplementary industry intelligence scanning activi-

ties. Using the CTX website, the CTC will provide a monthly Post-Crisis Business Intelligence Bulletin to supplement the Quarterly Business Outlook report.

The CTC conducts annual Marketing Road Shows in every province and territory. These events were already underway as of September 11, and have been providing a vital opportunity to communicate directly with industry partners across the country. Senior members of the CTC staff have been seeking direct input from those gathered on future strategies in light of the crisis.

Marketing and sales staff have met and consulted with senior staff and members of the Canada and U.S. Leisure Committees to lay out a number of specific marketing initiatives for the next 2-3 months. Key among these are:

- The allocation of additional funds to the U.S. market for a focused short-term strategy for near-market traffic.
- Increased domestic advertising to encourage Canadians to visit family & friends and other parts of Canada
- Development of a creative brief for a campaign directed at the Domestic Program and Northern Tier U.S. Partnership. 🍁

## Tourism Spending in Canada by Key Commodities: Second Quarter 2001

	Total Tourism Demand		Domestic Tourism Demand		Tourism Exports	
	\$millions	% change over previous year	\$million	% change over previous year	\$million	% change over previous year
Passenger air transport	3,249	1.0	2,569	0.4	680	3.0
Passenger rail transport	69	6.2	46	4.5	23	9.5
Interurban bus transport	178	5.3	117	3.5	61	8.9
Vehicle rental	283	4.8	106	3.9	177	5.4
Total transportation	5,549	3.0	4,353	2.5	1,196	4.8
Accommodation	1,998	3.6	909	1.6	1,089	5.4
Food & beverage services	2,268	5.2	1,231	3.3	1,037	7.6
Recreation & entertainment	867	5.5	476	3.9	391	7.4
Travel agency services	475	2.8	449	2.5	26	8.3
Convention fees	27	3.8	9	12.5	18	0.0
Total Tourism Commodities*	11,184	3.7	7,427	2.6	3,757	6.0
Total Other Commodities**	2,481	4.8	1,629	2.9	852	8.5
<b>Total Tourism Expenditures***</b>	<b>13,665</b>	<b>3.9</b>	<b>9,056</b>	<b>2.7</b>	<b>4,609</b>	<b>6.5</b>

Source: National Tourism Indicators, Statistics Canada. All data is not seasonally adjusted.

Note: \*Total Tourism Commodities includes total transportation, accommodation, food & beverage services, and other tourism commodities (i.e. recreation & entertainment, travel agency services and convention fees).

\*\*Total Other Commodities includes non-tourism commodities (retail & food purchases).

\*\*\*Total Tourism Expenditures includes tourism spending on all Canadian produced goods and services in both tourism and non-tourism commodities.



# You reach them with these.



# We reach them with these.



Canada. Always a great year-round destination. Appealing to a vast market at home, in the U.S. and around the world.

Reaching that market is of prime importance to countless travel industry advertisers.

The Canadian Tourism Commission and its industry partners have developed the best co-operative media vehicles to reach customers with the greatest potential to travel to and within Canada. Not only

Television and Print Advertising but also Direct Marketing and E-Marketing.

Make your marketing dollars work harder by partnering with the CTC and discover the power of partnership.

For advertising information on the CTC, U.S. Leisure, Canada Leisure and MC&IT co-operative marketing programs as well as Tourism magazine contact one of the sales representatives at APR.

Tel: 416-363-1388

Fax: 416-363-2889

e-mail: [media@aprcanada.com](mailto:media@aprcanada.com)



*Your initial response.*





## Snowmobiling: a product in evolution by Peter Kingsmill



Snowmobiling in Canada

Carving trails in the snow with high-tech and powerful snowmobiles is, for many people, an icon of the Canadian winter experience. Certainly, the sport provides the activity – and the place – where tourists can meet up with local people in a more-or-less natural setting; Canadians – especially rural residents – love their “sleds” and seem very willing to share their favourite trails and pop culture with visitors from everywhere.

In fact, it has largely been local and regional snowmobile clubs that have developed the trail infrastructure for the snowmobile tourism industry,

and while there usually exists a comfortable relationship between the various user groups, there have been some failed expectations of support for that infrastructure from provincial governments. The logic being used is that since a lot of money comes into the economy from snowmobiling tourists, there should now be financial support for trail development and maintenance from tourism or economic development departments.

### **\$ 15 Million will enhance Ontario snowmobile product**

Ontario Federation of Snowmobile Clubs provide a network of safe, well-groomed snowmobile trails covering more than 49,000 kilometres. These trails generate over a billion dollars of economic activity in Ontario every winter, and a \$15 million grant from the provincial government to the Federation is being used over the next five years to make the snowmobiling industry safer through driver safety education, trail maintenance and program development.

Provincial Premier Mike Harris credits thousands of volunteers who “...work tirelessly to promote safe snowmobiling. Their efforts have created an economic force that

powers winter tourism province-wide.” The Ontario government has been working with the federation since 1967, developing “the highest quality, safest trail network for snowmobiling in the world,” according to Harris.

### **Overcoming distance – in style**

Often, some of the most spectacular snowmobile trails are off the beaten track. That isolation is often creatively dealt with as part of the overall adventure. For example, in Eastern Quebec and Labrador, a customized bus and trailer will now be available to shuttle snowmobilers and their machines from Baie Comeau on Quebec’s North Shore to Labrador City. The shuttle (12 machines and 16 passengers) provides access in comfort over the 600 km trip from Baie Comeau’s Hotel Manoir to 400 km of the newest groomed trails in North America.

### **The winter woods may be getting quieter**

Speeding over the snow with these powerful machines may indeed represent the essence of a Canadian winter experience. Trouble is, this activity has also been long associated with the intense noise and lingering exhaust fumes generated by the

machines that have become standard fare on weekend woodland experiences.

This combination of air and noise pollution has outraged non-participants and worried natural-area managers. Conflicts abound between snowmobile aficionados and cross-country skiers, back-country trekkers, and even rural residents (particularly cottagers). Particularly, park and protected area managers are deeply concerned by the intrusion of these sport machines on pristine landscapes.

Things are changing. Last year, popular snowmobile manufacturer Arctic Cat introduced the first snow machines with 4-stroke engines, patterned after the power-plants found in recent-model, low-emission small cars. The new machines are still engine-driven, and cannot compare with, say, cross-country skis for creating a sense of forest solitude. But, the noise reduction is indeed extraordinary, and the fuel efficiency is remarkable. Moving to embrace these innovations could go a long way to assuring that individual owners and tour operators alike will still be welcome in the woods – especially in parks and other natural areas. ❄️

## Not your traditional winter destination!

Nanthawan Dove and her husband Norm have developed a four-season guest ranch and spa product that is unique in North America. In September 2001, First Nations joined with Buddhist monks to open the new Baan Thai spa at their Echo Valley Ranch

Resort & Spa at Clinton in British Columbia’s Caribou district.

Says Nanthawan Dove, of Thai descent herself, “the traditional Thai design of Baan Thai in the middle of the Canadian wilderness is our way of blending traditions from east and west. Guests can ‘de-stress’ in the purity of our ranch environment, while enjoying the benefits of ancient Thai massage.”

Echo Valley Ranch & Spa welcomed its first guests in 1995. Log lodges

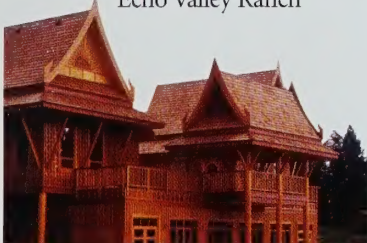
and cabins were built to accommodate 26 vacationers and up to 40 as a group for executive retreats. Continuing her Thai traditions, Nanthawan cultivated an orchard and gardens for herbs and fresh vegetables at the ranch. There are farm animals to tend (in Thailand she had a pet pig and a buffalo), and guests join her on daily walks to feed the trout in several stocked ponds.

Thailand-trained therapists provide the traditional Thai massage, plus herbal steam baths, meditation and

yoga. In Thailand, massage is learned from family members and the use of herbal remedies is part of daily life.

Ideally situated, Baan Thai offers three to seven night spa packages at Echo Valley, an hour’s flight from Vancouver. Wintering in Canada couldn’t be more relaxing and exotic. ❄️

For more information visit the web site at [www.evranch.com](http://www.evranch.com).



Only an hour’s flight from Vancouver



# Victoria: Canada's new Winter "hotspot"

by Laszlo Buhasz\*



Photo: Tourism Victoria  
Victoria, British-Columbia, Canada

Most Canadian snowbirds will still flock to Florida and other hot spots in the U.S. or Mexico, but a growing number are heading west for extended winter stays in Victoria. Especially this year, with the terrorist attacks on New York and the Pentagon putting a chill on travel to the U.S., many travel professionals suspect there will be less travel south of the border.

"I would speculate that more Canadians will be staying at home this winter," said Melissa McLean, director of operations and communications for Tourism Victoria. "Hopefully, some of them will decide to come to Victoria."

Even without the U.S. disasters, long stays in the winter have been growing in the city. "It's definitely a

trend," said Frank Bourree, a Victoria-based hospitality and tourism consultant, and partner in the firm Grant Thornton. "In fact, we're now at the point that we don't have enough long-stay accommodation available in the winter months." McLean said those who stayed seven nights or longer in city hotels accounted for 5.8 per cent of all visitors last January, 9.2 per cent in February and peaked at 9.6 per cent in March. There are 8,766 hotel rooms in the greater Victoria area, a number that some in the tourism industry think is inadequate in the peak seasons. "For many of these winter visitors, it's routine to stay for a month or longer," said McLean.

And who can blame them? The dollar is still worth a dollar, there's no need for exorbitant medical

insurance, and while it's not as warm as Florida or Arizona, you can still play golf almost every day of the year. Located in the sub-Mediterranean climate zone, Victoria enjoys some of the country's mildest winter weather. Maximum daily temperatures average around 10 C in February and March and monthly rainfall in the winter is about 5 centimetres. Last winter snow fell on only two days and quickly melted away.

Anthony Hartnell, general manager of the Queen Victoria Inn, says that while most long-stay winter guests in the past came from Prairie provinces, an increasing number are arriving from Ontario. He said that most of the inn's 120 kitchenette-equipped rooms and suites are occupied between mid-January and mid-February by snowbirds who stay for an average of three weeks. At least 60 per cent are repeat customers. "The demographic trends are pretty clear," said Hartnell. "We have an aging population. Older people don't like the cold and are afraid of falling down on the ice and breaking something. But they don't necessarily want to sit on a beach, either. Victoria is a great compromise and there is no limit to the growth of the long-stay business here."

Raymond Moss, until recently with a Victoria firm that handles condominium rentals, says the city has become popular with seniors because health insurance is not an issue. "People who have a medical condition, or have had a mild heart attack told me that they could pay for a month in Victoria for what it would cost for the medical insurance they would need for a stay in Florida," he said.

Monthly rates at the Queen Victoria start at \$1,650 for a studio and, as is the case with any accommodation in B.C., guests who stay for more than two calendar months are exempted from paying the 10-percent provincial room tax. City and hotel marketing campaigns aimed at winter visitors have tended to concentrate on B.C., Alberta, Saskatchewan and Manitoba. Greg Greene, director of guest relations for the Royal Scot Suite Hotel, said that while his hotel does some marketing, much of the long-stay business comes from word-of-mouth referrals from other guests. 🍁

For information, visit [www.tourismvictoria.com](http://www.tourismvictoria.com).

\*Reprinted with permission from the *Globe and Mail*

## Mushing and mush, mush more

by Richard Pennick

*On December 21, 1910 a routine, four-man Royal North-West Mounted Police patrol set off from Fort McPherson, Northwest Territories, by dogsled. Its destination: Dawson City, Yukon Territory, 475 miles away.*

They didn't make it! Dick North's book "The Lost Patrol" is one of many compelling stories of the Canadian North formed around the courage and endurance of men and their loyal and tireless huskies. The dogsled was the winter transport for Mounties, trappers, traders and settlers alike right across Canada, and today's enthusiasts who have preserved the skills and culture of the dogsled are willing to share the experience with the adventurous traveller.

But you don't have to go to the furthest reaches of Canada's North to experience this sense of adventure and frontier history. Dogsled tours are available from many centres and you can explore the winter terrain behind a highly trained team of straining Huskies on a variety of touring packages.

The greenhorn may taste adventure on a four-hour excursion along smooth trails, through secluded mountain passes around Alberta's Lake Louise with a stop for a hot lunch in a silent forest glade or lake shore. The outfitters give lessons to novices in the art of effectively riding the dogsled and driving the team so you can take your turn at the reins if you wish.

For the more adventurous, week long tours run deep into the mountain parks of Alberta and British Columbia or over the ice and tundra of the Yukon or Northwest Territories. Good tucker, intrepid guides, cozy winter tents and sleeping bags, clothing and equipment are all part of the expedition package. Evenings are spent exploring on cross-country ski or snowshoe, or trading wilderness stories with other group members around the campfire.

A word about the dogs: Charlie & Connie Arsenault of Snowy Owl Sled Dog Tours in Canmore near Banff, devote a whole page on their website to taking care of their much loved dogs. (Visit: [www.snowyowl-tours.com](http://www.snowyowl-tours.com)) The Arsenaults are

devoted to their dogs, to sledding and to the stunning Alberta wilderness in which they live. The chance to spend time and work as a family, enjoy the dogs, be out in the wilderness and to share it with others makes it all worthwhile. It must be, because they have been at it since 1983. 🍁



Photo: Canadian Tourism Commission

Dogsled tours, new way to explore.



## Aussies continue to ski our mountains



Photo: Canadian Tourism Commission  
Canada is the favourite ski destination for Australians.

Canada's ski industry recorded a whopping 26,000 Australian skiers and boarders last winter, up from 19,000 the previous year. This represents about one in 12 participants of the overall active ski population in Australia. Major ski holiday companies find Canada accounts for about 70 per cent of their business.

So what makes Canada the "down under" summer snow favourite? Relative dollar value vis-a-vis American resorts, where a day lift pass now costs around \$110, compared to \$50-\$80 at the main

Canadian resorts, is obviously a major factor.

Even more importantly, strong word-of-mouth recommendation from the thousands of young Aussies who come to Canada to work on the visa exchange program has built a grass-roots awareness that no ad campaign could replicate. At even the most remote Canadian ski fields, Aussies can find familiar accents among the "lifties" and instructors; the exchange program always fills up quickly. 🍁

## Big White Ski breaks into the top 10

Kelowna's Big White Ski Resort has achieved a top ten ranking in *Ski* magazine's "Guide to what's happening in the Pacific" (published in the October 2001 issue of *Ski's* "Top 60 Resort Guide, The Ultimate Ski Vacation Planner". Whistler/Blackcomb is the only other Canadian resort in the list.

In the Pacific rankings, Big White Ski Resort was rated Number 1 for snow, Number 2 for service, and Number 3 for lodging. "These top three rankings for the most important characteristics of a great ski vacation is an exceptional acknowledgment to our resort services teams," said Peter Schumann, President of Big White Ski Resort Ltd. Michael J. Ballingall, Vice President, Big White Ski Resort Ltd. notes that "the rankings are the result of reader surveys and from visitors to our resort." Magazine

readers praise Big White with comments like, "value, terrain, value" and "Ski-in/ski-out; great skiers' mountain. Lots of varied terrain."

Big White is scheduled to open for season in time for the American Thanksgiving weekend. 🍁

For further information visit [www.bigwhite.com](http://www.bigwhite.com).



Photo: Canadian Tourism Commission  
Ski season opens soon.

## Tremblant anchors no. 1 in the East

For the fifth consecutive year, Tremblant has been voted the Number 1 ski resort in Eastern North America by the readers of the prestigious American publication *SKI Magazine*. "Being Number 1 is obviously wonderful, but being able to maintain this status for five year in a row is extraordinary! It is contribution of employees, hoteliers and business people on-site, without whom we could not have achieved this honour," says Bryce Fraser, Vice-President of Mountain Operations at Tremblant.

It was a busy autumn for Tremblant. On September 25, 2001, Intrawest Corporation president and CEO Joe S. Houssian received confirmation that the Quebec Government will contribute \$75 million to phases 3 and 4 of the Mont Tremblant Resort project. These two new phases could cost up to \$1 billion for an overall total investment of \$2 billion.

Speaking at the Canadian Snow Industry Ski Symposium held at the

Laurentian resort on September 28th, Canadian Tourism Commission President and CEO Jim Watson declared, "It's an exciting time to be at Tremblant today." Watson noted that partnerships such as the one with the Canadian Destination Ski Consortium, and world class resorts such as Mont Tremblant, is contributing to Canada's dominance as a comprehensive ski destination.

"Once phases 3 and 4 are completed, Tremblant will be able to accommodate 4 million visitors per year and the mountain's capacity will have increased dramatically," says Michel Aubin, resort president. "There will be almost 7,500 employees making sure that things run smoothly and ensuring that guests receive a world-class welcome to an international site." 🍁

For more information call 1-88-Tremblant or visit their web site at [www.tremblant.ca](http://www.tremblant.ca)

GOTTA TRAVEL!

*Is the most experienced and diverse ski and snowboard tour operator in Canada. Our Staff have a combined experience of over 50 years!*

*We offer the lowest prices on ski packages to many popular resorts.*

416-941-9100

1 888 436-6666

www.gottatravel.com



# Success story: developing winter tourism in the North

by Daryl Adair

Visitors from all over the world are doing something many of us would never considering doing: travelling *north*, in *Canada*, during *winter*. Conservative estimates have over 15,000 people descending on the port community of Churchill, Manitoba between October 1 and Mid-November for the annual polar bear migration. Situated on the shores of Hudson Bay, Churchill is right in the middle of the polar bears' route to the bay where they spend the winter months on the pack ice, and proudly claims the title "Polar Bear Capital of the World".

One of the largest tour operators specializing in trips to Churchill is International Wildlife Adventures. Formerly known as Frontiers North, the company's roots can be traced back to the mid-eighties when Mervyn Gunter and his wife Lynda were transferred to a bank branch in Churchill. It is here they fell in love with the town and enjoyed life in this northern community. After being transferred back to Winnipeg a few years later, Lynda Gunter planned her first group tour to Churchill in the fall of 1987 to view the polar bears. The following year more tours in the fall were added as well as summer excursions to see the annual gathering of beluga whales. Once these tours were well established, they added other destinations and attractions in the North, such as Sila Lodge on Wager Bay, the muskox of Victoria Island and the walrus of Igloolik.

In 1999, Randy Green, owner of International Wildlife Adventures located in Washington State, U.S.,

approached Lynda about the possibility of a merger as they both offered a similar package to view the polar bears. Part of this deal was the acquisition of the world famous Tundra Buggy Tours, which used re-fitted airport emergency vehicles to view the bears safely. With the merger and purchase of Tundra Buggy Tours, the 20 tours offered by each of the three companies were merged, to create over 60 departure options.

A popular tour option offers traveling on VIA Rail's *Hudson Bay*, departing from Winnipeg. The tour begins with a visit to the Winnipeg Railway Museum before boarding the train and travelling the 36 hours north to Churchill. Other tours include visits to the Eskimo Museum, or a slide presentation on the Four Seasons of Churchill presented by Sea North Tours operator Mike Macri (whose beluga whale watching boats have long been put away for winter!).

If someone tells you there is nothing exciting to do during the Canadian Winter they have obviously never been to Churchill! 🍁

For more information, visit [www.wildlifeadventures.com](http://www.wildlifeadventures.com)

Daryl Adair is the author of *Guide to Canada's Railway Heritage, Museums, Attractions and Excursions* and a frequent contributor to *TOURISM*



Canadian polar bear

# Helping visitors get into authentic holiday spirit

To help visitors get into the Christmas spirit, certain national historic sites across Canada are offering traditional holiday events for a unique experience of Canada's colourful past. Attention to historical detail, authentic settings, learning opportunities, and dynamic, knowledgeable staff make these festivities particularly meaningful.

Nova Scotia's Halifax Citadel National Historic Site, an enormous fort at the heart of a bustling port city, holds an annual Victorian Christmas celebration. Traditional Christmas carols, holiday crafts, games and activities, and hot mulled cider have made this event a popular holiday tradition.

Artillery Park National Historic Site, nestled within the walls of Old Québec City, recreates 19th century

Christmas spirit in the Dauphine Redoubt and Officers' Quarters buildings. Christmas food, drink, music and entertainment are on the menu, plus holiday surprises visitors won't want to miss.

Sir George-Etienne Cartier National Historic Site invites visitors to experience Christmas magic at a grandiose Victorian home in the heart of Old Montreal. Traditional decorations, theatrical re-enactments, and interesting learning opportunities make this a memorable event.

Dates, hours of operation, and admission fees vary at each location, so make sure to call ahead for details. 🍁

Visit the Parks Canada website at [www.parcscanada.gc.ca](http://www.parcscanada.gc.ca)



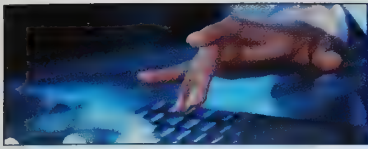
Old Québec City, Quebec, Canada

**TOURISM**  
CANADA'S TOURISM MONTHLY

**Have an idea for a  
"Feature Theme"?**

email us: [tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)





## International travel to Canada – July 2001

Total overnight international travel to Canada has shown an increase of 0.5 per cent during the month of July 2001 from July 2000. For the first seven months of 2001, international travel to Canada was up 3.0 per cent, reaching 11.5 million overnight tourists. U.S. overnight tourist entries were up 1.7 per cent on a year over year comparison.


Auto travel accounted for all of the increase, up 2.7 per cent. Non-auto travel fell 0.3 per cent. During the first seven months of 2001, U.S. tourists to Canada were up 4.5 per cent over the same period last year, reaching 9.0 million overnight trips. Overnight travel by car was up 4.9 per cent over the period, while non-auto

entries (mainly air travel) increased 3.7 per cent.

Overseas travel to Canada was down 3.9 per cent in July. Travel from Europe was down 4.9 per cent, as all major markets declined. Asian travel fell 4.1 per cent. While travel from Japan was virtually flat, travel from South Korea grew strongly (+14.8 per cent). This was more than offset by declines in other markets, notably Taiwan (-32.9 per cent) and Hong Kong (-21.1 per cent). Travel from Oceania fell 6.3 per cent, led by Australia (-6.3 per cent), and travel from South America was down 11.2 per cent.

Mexico continued to perform well, growing 7.5 per cent in the

month. For the first seven months of 2001, travel from overseas was down 1.8 per cent, driven by a decline of 3.5 per cent from Europe and a 0.3 per cent decline from Asia-Pacific. Among the major markets in Europe the U.K. was the only market to display

growth (+0.9 per cent), while South Korea was the only major market in Asia to register an increase (+9.0 per cent). 

*Canadian Tourism Commission,  
Market Research, September 20, 2001.*



Total overnight international travel to Canada has shown an increase of 0.5 per cent during the month of July 2001 from July 2000.

# WHO'S WHO of the Canadian travel industry

**The Personnel Guide is the only definitive guide to Canada's travel industry today.**

Find out who's who and stay informed. It will provide you with a comprehensive list of names, telephone numbers and addresses of travel agencies, airlines, tourist boards, cruise lines, hotels, car rentals, travel technology suppliers, and wholesalers just to name a few. Talk directly to the decision makers. Imagine all this up-to-date info at your fingertips for only \$68.-

**Order your copy today!**

**416-968-7252 ext. 317**

**pg@baxter.net**

**Fall/Winter 2001-02**  
**Personnel**  
**Guide**  
**Canada's Travel Industry**





## Domestic media tour a resounding success

by Frédéric Wallace

Under P.E.I.'s autumn blue sky, the Canadian Tourism Commission and the Ministry of Tourism partnered to hold a combined media tour. Journalists specializing in culinary writing from Québec and Ontario participated recently in the five-day tour. It offered a birds eye view of the Island's culinary, studio, nature and cultural environments.

Appropriately, the tour began in Charlottetown, birthplace of Confederation, with a meal at the Culinary Institute of Canada. A traditional representation of a Ceilidh evening followed at the Arts Centre. The night was capped off with a pub crawl at 42nd St. Lounge, the Olde Dublin Pub and The Gahan House in the heart of the city.

Saturday featured a stop at the Charlottetown farmer's market, Founder's Hall and a number of the Island's finest studios. After lunch, we ventured to the charming village of Victoria by the Sea, with a stop at Embers Specialty Sauces in Kinkora. Chutneys, jams and other condiments were sampled in New Glasgow at the Prince Edward Island Preserve Company. A traditional island feast at the New Glasgow Lobster Supper restaurant ended the day.

We overnighted at the scenic and historic Dalvay-By-The-Sea. The next day the tour inspected the Greenwich Interpretive Centre, and climbed the Greenwich Dunes in Canada's newest national park. Lunch was served up at the Inn at St. Peters. We burned off extra calories on a bike ride along the

Confederation trail. Later in the afternoon, Radio-Canada journalist and historian, Georges Arsenault greeted us at Shaw's Hotel, Canada's oldest family resort, where we listened to a presentation of Acadian life on the Island and enjoyed traditional Acadian snacks. Our day wrapped up at a dinner with our special guests the Honourable Greig Deigham, Minister of Tourism for P.E.I. and Frank Butler, Deputy Minister, of Tourism P.E.I.

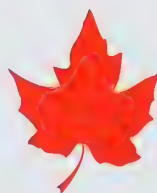
Glorious sunshine greeted our fifth day. Maurice Roy of the Canadian Parks Service guided us on a view of native shorebirds and seabirds. The 140-acre historical homestead of Sir Andrew MacPhail was the site of lunch, where the Honourable Premier of P.E.I. Pat Binns joined us for desert. Later, we ventured to

the Canadian Cove processing plant, where approximately one-third of the 35-million pounds of mussels and oysters generated yearly are harvested. Wine production was observed at the Rossignol Winery Estate, the Island's only vintage maker with an estimated 50,000 a-year bottle production. At the Inn at Bay Fortune, we enjoyed a tour of the spice and vegetable garden. Innkeeper, David Wilmer welcomed us with a gastronomic meal and kitchen visit. The tour wrapped up at Spry Point on a 110-acre Peninsula near Bay Fortune.

The tour's success rested on having a well-organized schedule and the ability to adapt to the many needs of the writers. An emphasis on variety presented a clear overview of the diversity Prince Edward Island has to offer. 🍁

## Join **mr-canada** cyber café and Connect with Japanese Travellers!

Located in the Kasumigaseki District in the heart of Tokyo, mr-canada cyber café is a Canadian travel and tourism showcase. Every day, the café attracts 1,600 customers while its website pulls in 5,000 virtual visitors. Featuring a 2,000- square-foot Starbucks coffee shop, food court and travel promotion lounge, mr-canada cyber café is a unique marketing experience and the best way for the Canadian tourism industry to connect with Japan's new independent traveler.



## Joignez le **cyber café** **mr-canada**

Situé dans le quartier Kasumigaseki, au coeur de Tokyo, le cyber café mr-canada constitue un centre d'information sur le tourisme au Canada. Le café attire chaque jour quelque 1 600 personnes en plus des 5 000 clients virtuels qui visitent son site Web. Doté d'un café Starbucks, d'une aire de restauration et d'un salon de promotion touristique, sur une superficie de 2 000 pi<sup>2</sup>, mr-canada vous offre une expérience marketing unique qui permettra à l'industrie touristique canadienne de se brancher sur le nouveau marché du voyageur japonais indépendant.

## et branchez-vous sur les **voyageurs japonais!**

Visit today:

**[www.mr-canada.com](http://www.mr-canada.com)**

**Visitez-le dès aujourd'hui**

**mr-canada cyber café** <sup>TM</sup>  
**cyber café mr-canada** <sup>MC</sup>



# Tips for preparing a media tour by Frédéric Wallace



Photo: Frédéric Wallace  
Pictured (left to right): Carol Horne (P.E.I. Tourism); Françoise Keyler (La Presse); Premier Pat Binns; Margaret Swaine (Toronto Life); Claudine Metcalfe (Fugues); Norma Cameron (P.E.I. Tourism); and Lucette Bernier (Le Bel Age).

## 1. Pick a theme and make a plan.

Select a theme for your media tour. Keep it simple and tie in number of activities around it. Consult with your colleagues or perhaps local media to make sure the plan makes sense.

2. Decide how many people and what types of media you'd like to event. Planning a tour for a small group requires different infrastructure than a large one. Determine the size at the very start of the planning process. Decide to invite magazine, newspaper or other specialty media on the tour. Newspaper media

might be able to produce a story much quicker, whereas magazines will require a longer lead time.

## 3. Send invitations early

Journalists receive many invitations during the year. Competition to attract known publication writers is fierce so make sure you send them out early. Have a general idea of the things you would like them to write about. Be clear on what you are prepared to cover with regard to costs and accommodations. Once they accept, send them information and a confirmation letter so they arrived prepared.

4. Review, review, review, then change. Constantly review your itinerary and areas along your tour. Verify times, dates, locations regularly and update your schedule as needed. If you have to, physically run through some of the events where doubt exists. Don't be afraid to make alterations. A well-planned tour is like a well-oiled machine.

5. Be flexible. Even some of the best-planned schedules face delays. You might have to spend more time in locations than originally planned. Others may discover they want to cover something not included on the program. Be courteous, warn your next stops of your late arrival so you can avoid disappointment.

6. Include diversity. It's okay to include different things in a tour. Include, culture, history, local personalities. They can do wonders for the editorial coverage you're seeking. Introducing a different perspective goes a long way to promote the importance of tourism within your community, resort or company.

7. Hire a photographer. Bring a camera along for the ride. Better yet, hire a photographer. Offer to take pictures for working media. Send copies right after the tour. They may

not be published, but they will serve as handy reminders on deadlines.

8. Be in a positive frame of mind. Work details in the background and always stay in a positive frame of mind. Remember this is not about you, but all about the focus of the media while visiting you. The journalist owns the mighty pen and you need to keep them motivated to produce.

9. Hope for good weather. Well, you don't have much control on this one. Unless you are taking someone on a tour of the rainforest – hope the weather is ideal. Good weather conditions put smiles on faces.

10. Have fun. Enjoy yourself. Being stressed doesn't help and more importantly, it's not productive. You're well prepared to greet the media now, so all you need to do is sell them on the virtues of your piece of paradise.

Obviously there are a lot more steps and things you can do to make your tour successful. Don't be shy to experiment. It will make things much more fun. 🍁

## Where to host Rendez-vous Canada?



Photo: Canadian Tourism Commission  
Vancouver, British-Columbia, one of few venues large enough for RVC.

Canadian suppliers and international buyers participated in record numbers at Rendez-vous Canada's 25th edition held this past May in Toronto. Perhaps it was inevitable after being hosted in the new and

beautifully appointed South Building of the Metro Toronto Convention Centre that the commonly asked question about Rendez-vous Canada's selection of destinations would be put to the organizers: "Most convention centres are considered too small for Rendez-vous Canada since its size has increased. Why not establish a rotation to host the event in Canada's three or four major venues and destinations?"

David Ostiguy, of the Tourism Industry Association of Canada (TIAC), is Rendez-vous Canada's manager. He says that Rendez-vous Canada's mission is "to enhance the viability and sustainability of Canada's tourism industry through

the presentation of a marketplace where business gets done in a professional atmosphere". A strategic plan, developed by industry members, states that the rotation of cities from coast to coast allows buyers to see different regions of Canada and allows host provinces a good product development opportunity.

Ostiguy points out that there are a limited number of cities capable of hosting RVC due to the size of the event; which is why the strategic plan also states that alternative formats should be considered to allow smaller venues to host the event. Canadian destinations that meet the basic hosting criteria for convention space and hotel accommodations, make a significant financial

commitment to deliver social functions, transportation services and a series of FAM tours. Due to this high level of financial commitments, destinations that submit proposals to host RVC do not indicate an interest in hosting the event on a rotational basis.

Ostiguy says that the RVC Committee and TIAC, in cooperation with the Canadian Tourism Commission, are committed to working closely with the Host Destinations to improve the marketplace and bring the best possible products to delegates. 🍁

For more information contact David Ostiguy at 613-238-3883, ext. 22, or email: david@tiac-aitc.ca



# Canada's cities roll up their shirt sleeves

Photo: Canadian Tourism Commission



CACVB meeting in Vancouver

Canada's city tourism organizations are getting together to get to work – and build upon their mutual need to develop city-based tourism business. The Canadian Association of Convention and Visitor Bureaus (CACVB) was formed to be a loose but effective network, served by the Tourism Industry Association of Canada (TIAC) in a secretariat function, but operating at arm's length from that organization.

The CACVB currently has 30 member bureaus, whose budgets range from a half million to 16 million dollars annually. Collectively, they represent over \$30 billion in tourism business each year, according to Chair Steve McLellan (Regina), but he emphasizes that size is not a determining factor in membership. "No matter what the size, we see the CACVB as a "must belong" group for any visitor bureau

across Canada," says McLellan (currently serving his third term as association Chair). "What is important is a desire to facilitate growth in our industry sector everywhere in the country."

The CACVB sees its main benefit to tourism as its operating style: rather than risk the temptation to be all things to all people across all tourism sectors, it focuses on providing opportunities for casual, yet informative, networking opportunities among its members. This approach is highlighted by a recent CACVB initiative, the "Shirt Sleeves Online" project which encourages enhanced communication amongst peers. These email working groups link specialists working at visitor bureaus (e.g. convention marketers, research personnel, or visitor centre managers).

Accessing top-quality tourism research is a CACVB priority. The association is gathering

information about the different types of research being done by the bureaus, identifying gaps, and developing strategies to address the gaps and exchange information where appropriate.

A recent success story for the CACVB has been building a coalition of bureaus to develop a successful CTC Product Club proposal, aimed at building sports tourism business in Canada. This has resulted in the formation of the Canadian Sports Tourism Alliance.

The CACVB is meeting in Vancouver in October, in conjunction with the annual National Conference on Tourism being hosted by TIAC. 🍁

*For more information contact Steve McLellan at 306-751-8777.*

*Website: follow the CACVB link at [www.tiac-aitc.ca](http://www.tiac-aitc.ca).*

**We're branding together**

The Canadian Tourism Commission and BCP  
Working together to make Canada the world's greatest brand in tourism.

**BCP** INTEGRATED COMMUNICATIONS



# 2001 Tourism Statistical Digest: an essential reference tool

by Daniel Shaenks

You don't want to miss the 2001 Edition of the Tourism Statistical Digest just released by Statistics Canada in October! The report taps into many data sources to draw an up-to-date and complete picture of tourism and travel in Canada. With a vast array of facts and figures, it is an essential source-book for both practitioners and researchers in tourism.

The report takes an in-depth look at both the supply and the demand for tourism services. It highlights the National Tourism Indicators, which measure the importance of tourism to the Canadian economy. While Statistics Canada surveys underlie most of the results, data from other bodies, notably the World Tourism Organization, are also featured.

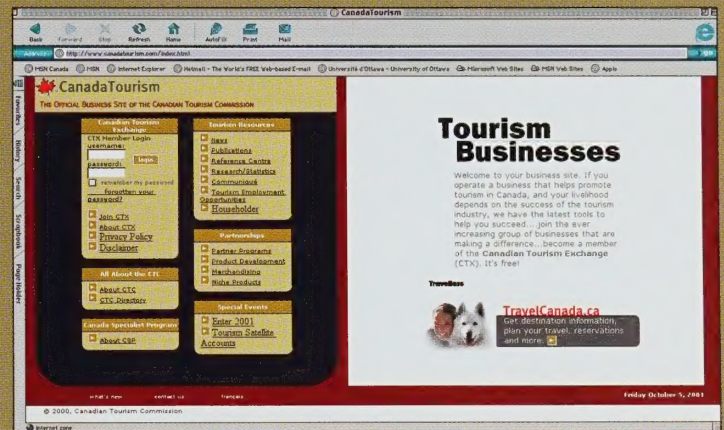
The 2001 Edition also provides more interpretation and analysis than the previous edition, released in 1999. Each chapter has a lead article, made possible through the involvement of many research analysts. 🍁

*For more information consult the brochure contained in this issue of TOURISM, or contact Statistics Canada 1-800-267-6677.*

*Also available on the Internet  
[www.statcan.ca/cgi-bin/downpub/feepub.cgi](http://www.statcan.ca/cgi-bin/downpub/feepub.cgi)*

## New CTC website: useful and user-friendly

A new version of the Canadian Tourism Commission's website ([www.canadatourism.com](http://www.canadatourism.com)) has been changed to make navigation easier and to reflect better the CTC's brand guidelines for the internet. Judy Cameron, in her role as content manager for the site, will be working with Jennifer Terzi and Business Interactive to get content onto the site within a reasonable time frame with a goal of keeping the site up-to-date and relevant to the industry. She can be reached by email at [cameron.judy@ctc-cct.ca](mailto:cameron.judy@ctc-cct.ca).



**ON BUDGET**

**séguin labelle**  
communication

**ON TIME**

Our ISO-certified agency offers the full range of communications, marketing and advertising services in both official languages.

**ON TARGET**

**ISO 9002**  
certifié • certified

Séguin Labelle Communication • 733 St-Joseph Blvd., Suite 320 • Hull, Quebec J8Y 4B6  
Telephone: (819) 776-2110 • Toll-free: 1-877-505-2110 • Fax: (819) 776-9523  
Website: [www.seguinlabelle.com](http://www.seguinlabelle.com) • E-mail: [info@seguinlabelle.com](mailto:info@seguinlabelle.com)



# Tourism Roundup



Ontario Tourism, Culture and Recreation Minister Tim Hudak has provided \$49,600 to help market and promote the 2001 Niagara Grape and Wine Festival. Hudak noted that this investment will enable the Festival "to reach an even broader audience showcasing the fabulous wine and culinary experiences available here." The Festival features more than 100 events including wine and food tastings, local vineyard and winery tours, live concerts and parades. The Festival has been voted Ontario's Cultural Event of the Year for the past three years running, and has been recognized as one of the top tourist attractions in Canada. It is among a growing number of Ontario events and festivals sponsored under the Ontario Tourism Marketing Partnership Corporation's Tourism Event Marketing Partnership (TEMP) program. By assisting local organizations with their marketing initiatives, and showcasing the province to Ontarians and the world, TEMP encourages increased attendance and strengthens Ontario's tourism brand image.

*A coalition of 18 tourism groups is asking the Alberta government for an additional \$14 million, saying the province has been losing ground to competitors who are spending more money courting tourists. "Our industry is suffering for a lack of marketing dollars in the last number of years," said Jean McDonald, chairwoman of the Tourism Coalition of Alberta, during a presentation to the government's Standing Policy Committee on Economic Development & Finance.*

Manitoba Premier Gary Doer has contributed to Manitoba's tourism industry in the North with a \$500,000 funding initiative for eco-tourism and adventure travel sectors. The sectors have been identified as among the five fastest growing travel sectors by the World Tourism Organization, and that Manitoba's tourism industry has indicated that nature-based tourism should be a priority for expansion.

*The cruise business at the Port of Halifax continues its extraordinary growth, with an almost 400 per cent increase over the last five years. Again this year, Halifax broke previous records with 150,000 cruise passengers visiting the city. That number is up almost 30 per cent from the previous year. Studies have shown that cruise passengers spend, on average, \$83 per person while on shore. That adds up to more than \$12 million spent in Halifax this year.*

A new survey by the Travel Industry Association of America (TIA) indicates newspaper travel sections, travel-related web sites, consumer travel magazines and other travel media have a powerful influence over the way Americans plan and chose their vacation travel. TIA surveyed 1,300 U.S. adults and found that 61 per cent of travellers (82 million U.S. adults) said they read articles about travel or destinations in the media, or watch or listen to travel shows on TV or the radio. This is up from 55 per cent of travelers who said they used travel media last year. The survey only asked respondents about unpaid, editorial travel coverage in the media, and were not asked about advertising.

*The Business Development Bank of Canada is offering qualified tourism clients the option of postponing principal payments for a period of four months starting Oct. 1, in response to expected business losses because of the terrorist attacks in the U.S.*

The new Delta Sun Peaks Resort in B.C. expects to open for the Christmas Ski Season on December 17. The \$40 million 226-room hotel and conference centre is positioned as a family-oriented resort village.

*Some 70,000 Chinese citizens visited Canada last year, while over 230,000 Canadians traveled to China, according to Richard Liu of the Canadian Tourism Commission's China office. Liu expects that these numbers will change dramatically with the new spirit of cooperation between the two countries, given the large population*

*of China. And there are some unique drawing cards for Canada-bound tourists from China: "Almost every Chinese person is familiar with Norman Bethune, but few people have chance to visit his hometown," during a recent interview with the media outlet Xinhua. "I do hope that the tourism cooperation between China and Canada will be a model for the whole world," he added.*

One of Canada's most prestigious wine tastings - the Xerox "Images of Winter" Icewine Evening - showcases wines from Ontario premier wineries and features Canada's largest tasting of internationally acclaimed Icewine paired with outstanding cuisine at the Sheraton on the Falls Hotel, in Niagara Falls on January 18, 19 and 20, 2002.

*For more information visit:  
[www.grapeandwine.com](http://www.grapeandwine.com).*

*British Columbia and Quebec have been nominated by The International Association of Golf Tour Operators (IAGTO) in two categories: B.C. for the "Emerging Golf Destination of the Year" and Quebec for the "Undisco-*

*vered Golf Destination of the Year." The IAGTO award ceremony is being held at the International Golf Travel Marketplace in Sun City, South Africa, December 5-8, 2001.*

The Société des Établissements de plein air du Québec (Sépaq) is developing the Chic-Chocs, a mountain range in the Gaspé, as a major tourist attraction. The society will be implementing a special three-year investment plan totaling \$38.8 million for the Parc de la Gaspésie and neighbouring wildlife reserves. The plan aims to enhance the quality of the park's infrastructure and to provide the region's wildlife reserves and the Chic-Chocs with facilities that will spur the construction of new accommodations and tourist services. To ensure that tourists have first class access to these new reception and service facilities, the Quebec Ministry of Transport will contribute \$23 million for road improvements, especially for access via Sainte-Anne-des-Monts and Mont-Saint-Pierre. 🍁

*For information visit [www.sepaq.com](http://www.sepaq.com)*

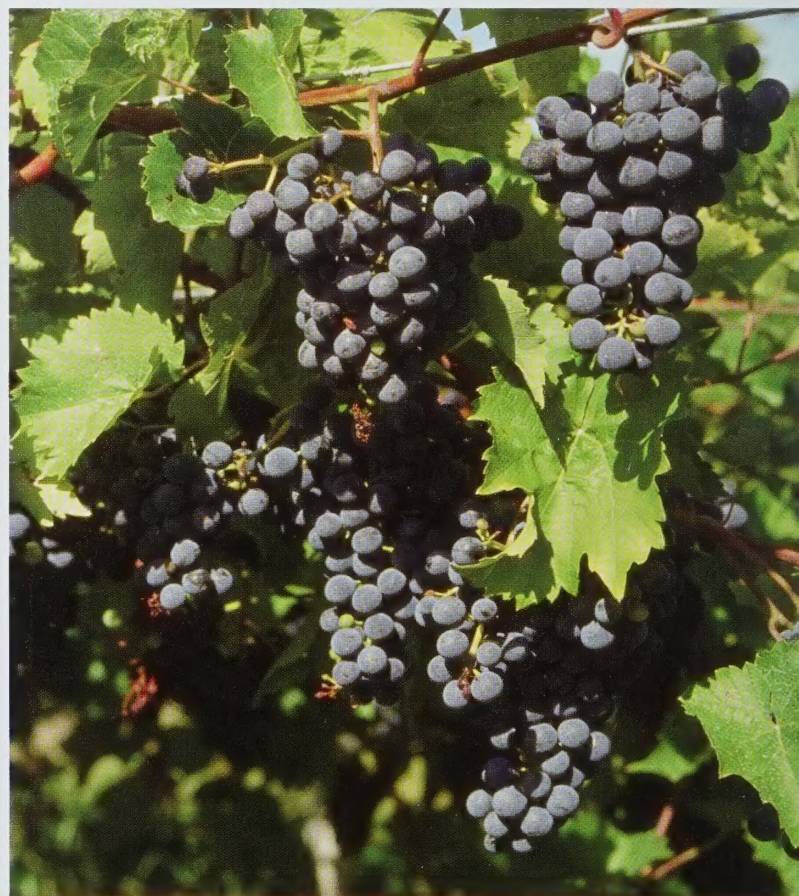


Photo: Canadian Tourism Commission

Niagara Grape and Wine Festival: one of Canada's top tourist attractions.



# Breakaway to Ontario and Québec

**Just jump on the train and go!** City explorations, sports,  
shopping, theatre, wining and dining... Ontario and Québec  
are alive with fun! The train makes getting there a pleasure.  
You'll arrive relaxed and ready to go.

Call your travel agent or VIA Rail Canada today.

1 888 VIA-RAIL (1 888 842-7245)

☎ TTY 1 800 268-9503 (hearing impaired)



PEOPLE MOVING PEOPLE

™ Trademark owned and used by VIA Rail Canada Inc.

[www.viarail.ca](http://www.viarail.ca)



VIA Rail Canada



# Discover our true nature



## Canadian Tourism Commission

235 Queen Street, 8th floor, West Tower, Ottawa ON K1A 0H6 [www.canadatourism.com](http://www.canadatourism.com) November 2001

## People

**Philip C. Wolf** has been elected to Board of Directors of Newtrade Technologies Inc. Wolf is president and CEO of PhoCusWright Inc.

**Lynn Flury** has been appointed Vice President, Marketing for Tourism Saskatchewan. Flury has 20 years experience in the hotel and tourism field, most recently with CHIP Hospitality in Saskatchewan.

**Jill Thompson** has been appointed Director of Sales at Four Seasons Hotel Toronto. Former Signature Vacations marketing director

**Chris Robinson** is now overseeing marketing for the North American Leisure Group.

**Robin Anderson**, Yukon Convention Bureau's Director of Sales and Marketing, has been appointed to the Canadian Tourism Commission's committee for Meetings, Conventions and Incentive Travel. **Peter Kingsmill**, Editor of TOURISM magazine, was awarded the Nature Saskatchewan Conservation Award on September 29, 2001. The recognition was, in part, for his contributions toward developing the ecotourism sector – he had also received the 1992 Governor General's Conservation Award for similar reasons.

**Josée Daigle** from the Candle ECONOMUSEUM has been

recognized by the Province of New Brunswick for her contribution to the Arts and Culture sector. **Suzanne Amos** has been elected to represent the Atlantic Region on the Board of Directors of the Société internationale des entreprises ÉCONOMUSÉE, and **Pierre Pelletier** has been appointed to the Atlantic Region Advisory Committee.

**Ms. Karin Zabel**, C.A., has joined the CTC as V.P. Finance and C.F.O. Karin has extensive experience in both the public and private sectors and a solid knowledge of the workings of Crown Corporations. She has an Honours Commerce degree from McMaster

University and is a Chartered Accountant.

Her private sector experience includes work at Clarkson Gordon, as an Auditor, Canadian Media Corporation (an agency that dealt with government Advertising co-ordination) and Cineplex Odeon Corporation as their Comptroller. She is currently V.P. Corporate Services and Chief Financial Officer with Defence Construction Limited, a Crown Corporation that manages major projects on Canadian Military Bases in Canada. A bilingual resident of Ottawa, she is intimately familiar with the workings of Treasury Board and the Auditor General. 



## Moving?

Don't miss an issue.  
Send us your new address.  
Fax: (613) 946 2843  
Email: [tourism@ctc-cct.ca](mailto:tourism@ctc-cct.ca)

CANADIAN  
TOURISM  
COMMISSION  COMMISSION  
CANADIENNE  
DU TOURISME

Canadian Tourism Commission  
8th Floor West Tower  
235 Queen Street  
Ottawa, ON K1A 0H6



CANADIAN PUBLICATIONS MAIL PRODUCT SALES AGREEMENT NUMBER 1468367